



WPTV

## ORDER

Print Date 11/20/12

Page 1 of 2

Flight Dates 10/30/12-11/06/12

Contract / Revision 312064 /

Original Date / Revision  
09/22/12 11/05/12

Advertiser Republican Party of FL - Haq

Agency Mentzer Media

Buying Contact

600 Fairmont Avenue - Suite #306  
Towson, MD 21204Product  
RPOF-Hager,Hudson,Tobia

Agency Com 15%

Billing Contact

600 Fairmont Avenue - Suite #306  
Towson, MD 21204

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # 504

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL CAND

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive  
Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WFGC	%	
WFLX	%	
WPBF	%	
WPEC	%	
WPPB	%	
WPXP	%	
WTCE	%	
WTCN	%	
WTVX	%	
WXEL	%	

## Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
November 2012	27	\$17,063.75	\$20,075.00	0.00
Totals	27	\$17,063.75	\$20,075.00	0.00

## Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/29/12	11/05/12	27	\$17,063.75	\$20,075.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
E 1	WPTV	10/30/12	11/05/12	M-F 7-9a M-F 7-9a	CM	7-9a	11111--	:30	5	\$950.00	P-1	0.00	NM	5	\$4,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/30/12	11/05/12	11111--		5		\$950.00		0.00					
E 2	WPTV	10/30/12	11/05/12	M-F 6-630p M-F 6-630p	CM	6-630p	-1111--	:30	4	\$1,325.00	P-1	0.00	NM	4	\$5,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/30/12	11/05/12	-1111--		4		\$1,325.00		0.00					
E 4	WPTV	10/30/12	11/05/12	Sa 8-10a Sa 8-10a	CM	8-10a	-----S-	:30	1	\$725.00	P-1	0.00	NM	1	\$725.00



**WPTV**

Print Date: 11/20/12

Page 2 of 2

Contract / Revision    **312064**    Flight Dates **10/30/12-11/06/12**

Hiatus Dates

Original Date / Revision    09/22/12/    11/05/12

Order Sep    00:20:00

Advertiser    **Republican Party of FL - H**    Product **RPOF-Hager,Hudson,Tobia**    Estimate #    **504**

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 4	WPTV	10/30/12	11/05/12	Sa 8-10a Sa 8-10a	CM	8-10a	-----S-	:30	1	\$725.00	P-1	0.00 NM	1	\$725.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/30/12	11/05/12	-----S-					1	\$725.00		0.00		
E 5	WPTV	10/30/12	11/05/12	Sa 7p News Sa 7p News	CM	7-730pm	-----S-	:30	1	\$600.00	P-1	0.00 NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/30/12	11/05/12	-----S-					1	\$600.00		0.00		
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
6	WPTV	10/30/12-11/05/12		Sa 7p News		7-730pm	-----Sa--	:30		<del>(\$600.00)</del>		0.00 NM		
Credited per agy request														
E 6	WPTV	10/30/12	11/05/12	Su 7-8a Su 7-8a	CM	7-8a	-----S	:30	1	\$425.00	P-1	0.00 NM	1	\$425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/30/12	11/05/12	-----S					1	\$425.00		0.00		
E 10	WPTV	10/30/12	11/05/12	M-F 6-7a M-F 6-7a	CM	6-7a	1111---	:30	4	\$900.00	P-1	0.00 NM	4	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/30/12	11/05/12	1111---					4	\$900.00		0.00		
N 11	WPTV	10/30/12	11/05/12	SA 5-6am News SA 5-6am News	CM	5-6a	-----S-	:30	3	\$100.00	P-1	0.00 NM	3	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/30/12	11/05/12	-----S-					3	\$100.00		0.00		
N 12	WPTV	10/30/12	11/05/12	M-F 9-10a M-F 9-10a	CM	9-10a	111-1--	:30	4	\$650.00	FX	0.00 NM	4	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/30/12	11/05/12	111-1--					4	\$650.00		0.00		
N 13	WPTV	10/30/12	11/05/12	M-F 10-11a M-F 10-11a	CM	10-11a	11111--	:30	5	\$475.00	P-1	0.00 NM	5	\$2,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/30/12	11/05/12	11111--					5	\$475.00		0.00		
													<b>Totals</b>	<b>27 \$20,075.00</b>